

## What a World! What a World!

IF you failed to read all about the disarmament conference you are stupid.  
IF you did read all about it and try to discuss it intelligently, still you are stupid!  
IF you carry hooch you are liable to be arrested.  
IF you escape arrest and drink you are liable to be buried!  
IF you do not dance the latest jazz stuff you are a "wooden leg."  
IF you do dance it you are a "cake-eater!"  
IF you divorce a silly wife you are a brute.  
IF you condone her you are a poor fool.  
IF you go to church you are a hypocrite.  
IF you don't go you are a poor lost soul!

IF you invest your money and someone gets it away from you you are a silly easy mark.  
IF you invest it and take a lot from the other fellow you are a heartless wretch!  
IF you look at a pretty girl on the street she will act as if she were insulted.  
IF you refuse to look at a pretty girl on the street she will be insulted!

IF you die young it is because you went the pace.  
IF you live long it was because you were too lazy to wear yourself out!

IF you laugh at a good movie comedy it is because you are a low-brow.  
IF you fail to laugh at a good movie comedy it is because you are too ignorant to enjoy humor!

IF you dress conservatively you are a back number.  
IF you dress up to the minute you are a poor nut!

IF you wear a beard it is to hide an ugly mug.  
IF you wear no beard it is because you try to look younger than you are!  
IF you are economical you are an awful tightwad.  
IF you are generous you do it just for show!

IF you refuse to give a woman a seat in the subway she won't speak to you.  
IF you do give her a seat she won't speak to you!  
IF you take your stenographer to lunch people will say you are fast.  
IF you don't take her to lunch she will say you are slow!

IF you carry a package about the size of a shoe-box people will be suspicious.  
IF you drop it and break it their suspicions will be confirmed!

IF you propose and are turned down you will be unhappy.  
IF you propose and get married you will be unhappier!  
IF you do you shouldn't.  
IF you do not you should!

## Our Own Correspondence School

Q. WHY do they call it a surtax?

A. Sur is short for surly.

Q. What is a humorist?

A. A man who hums.

Q. What do they make ukuleles out of?

A. Out of revenge.

Q. Who was Philip Graves?

A. A New England undertaker.

Q. How many members in the House of Representatives?

A. About fifteen per cent of them.

Q. Who is the world's greatest shoplifter?

A. A man who can lift a machine shop.

Q. Can you tell me how to make money?

A. We can, but you will have to furnish your own engraving tools.

Q. Why are circus so popular?

A. Because the excitement is nearly always in tents.

Q. What is a fish-bone?

A. A man who is very fond of canned salmon.

Q. What is a wild woman?

A. One who can't hear what is said on a party wire.

Q. Where can I have my kimono out?

A. Try any good hospital.

Q. How could that English woman choke to death on a stocking?

A. Probably she was always opening her mouth and putting her foot in it.

# Eddie's Friends :: He Took Too Much Time Romance Per Agate Line

By Lisle Ball.

THE average magazine story these days starts off with half a dozen paragraphs draped around an illustration, and then jumps—like the quick brown fox—into the advertising section, where it trickles along between canned milk and floor wax.

A really good short story (continued on page 82) gets chummy with breakfast food and asbestos brake lining (continued on page 86), enjoys the personal escort of a new dentifrice and a good cigar (continued on page 93), divides attention with a detachable motor for watercraft and a bureau of osteopathic education.

Truth, they say, is stranger than fiction, but modern fiction isn't a stranger to anything. It has been rubbing elbows with the advertising in the back pages of the best magazines long enough to know life—in the deepest commercial sense.

Occasionally, from the viewpoint of the casual reader, this intimacy is bewildering. It's difficult to read through even the most passionate love passage without spilling over into the paid matter, and getting a distorted idea of what the author is saying. Unless you pay strict attention to the "continued on" guide lines the result is apt to be startling.

Doing over a short story the other evening, while it savored deliciously through the advertising pages, we arrived at the following bizarre combination:

The path wound in and out through the meadow, not far distant from contented cows. On a fence-rail nearby a bobwhite perched and sang . . . your druggist carries it.

The Summer day was ideal . . . for sprains and stiff joints; the rays of the descending sun bathed the landscape . . . fresh every hour. Halfway down the path they came to a shady nook . . . recommended by a generation of users.

She was conscious of his manly form . . . built of white pine, and reinforced at the corners. Her companion was, she thought to herself, a veritable prince . . . one of the fifty-seven varieties. As for him, he could not take his adoring eyes off of her . . . the world's most perfect talking machine.

He felt an irresistible impulse to tell her how much he loved her . . . combining the purest ingredients. He longed to pour out his passion and . . . sweeten it with Domino. He stroked her hair . . . so different from ordinary macaroni, while she nestled close to his side ready to . . . refuse substitutes.

"Dearest," he murmured at last . . . looking like new. "Dearest, this is the moment I have longed for . . . because of its pleasing flavor."

She did not answer at once. Her thoughts seemed far away . . . at the nearest grocery.

He took her hand in his, and held her close . . . allowing the skin to breathe.

"Will you be mine?" he questioned in a tone . . . recommended by boards of health everywhere.

"You want me for your wife?" she asked, her voice . . . low and comfortable.

"Yes," he nodded, swallowing hard beneath his collar, which . . . hasn't scratched yet.

"Then before I accept," she went on, "don't you think you'd better . . . ask the man who owns one?"

"If you mean your father," the young man answered, "I'm sure he'll give his consent. Just you name the day and I'll . . . keep contents hot for twenty-four hours."

He folded her in his arms, and his kisses were . . . emitted direct from the factory.

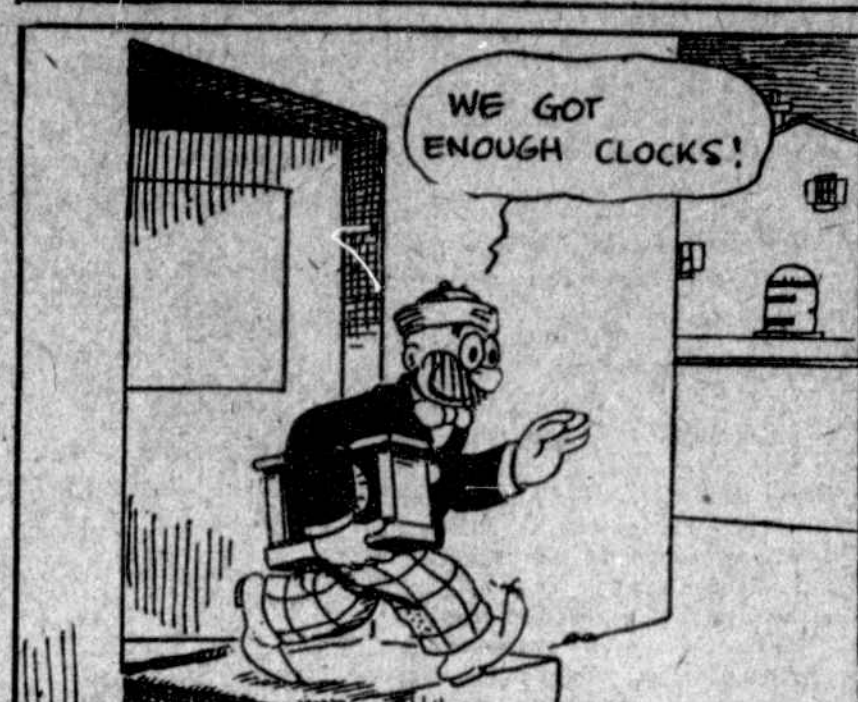
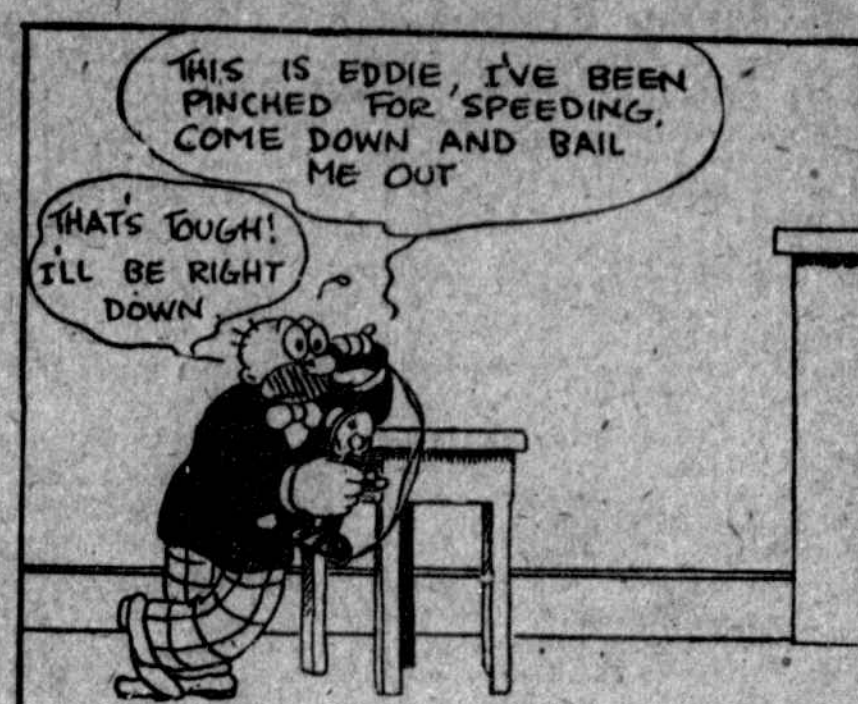
"Sweetheart, say that you love me," he repeated.

"Very well, dear," she whispered. "I'll . . . try it for thirty days."

Whereupon he kissed her again and again . . . showing many different styles and patterns.

### Self-Supporting.

A MAN advertised for a chauffeur. Applicants were being questioned as to qualifications, efficiency and whether married or single. Finally, turning to a negro, the prospective employer said: "How about you, George: are you married?" Quickly the negro replied: "Now sir, boss, naw sir. Ah makes mah own livin'."



## Cogitations of a Cuckoo

ONE New York man fooled his wife by telling her that a poolroom was a place where he went in swimming.

It is pretty hard for a young fellow to practise at the bar these days when there are no bars to practise at.

A woman who uses an electric curling iron must know how to handle the switch.

### WHICH?

A professional woman named Hepper Donned clothes of a fashion so proper, Her infant son Brooks Looked up from his books And asked, "Is this mommer or popper?"

A New York man went up-State representing a nursery firm, but didn't make a go of it, as most of the people up that way have all the kids they need.

In this country of equality one man is just as good as another, if not a little bit better.

A Brooklyn young man stole a kiss from a charming young lady and was arrested for petty larceny.

### FATE.

There was a young girl in Hoboken Who was given a fine education, But she married a hyphen Who wore white coats and trousers And spent her whole life at the washboard.

## From Here and There

### Quite Right.

THE teacher was exasperated at the inattention of her class. The lesson had been on machines, and Edison's inventions had been mentioned.

"Now, then," asked the teacher, impatiently, "from what was the first talking machine made?"

After a lengthy silence, a voice from the back exclaimed: "Please, miss, a rib!"

### Ambiguous.

"YOU never show the slightest sign of affection," he fumed. "You'd never dream of calling me dear, as other men's wives do."

She was roused to a first faint flicker of interest.

"Do other men's wives call you dear?" she asked.

### A Bad Break.

HE was glib in manner, but kind of heart, and it was his kind heart which prompted him to comply with the request of his conservative wife to buy her an intimate garment which she deemed

necessary for her public appearance.

"What bust?" asked the fascinating shop assistant, discreetly turning to hide a smile.

"Can't say. I didn't hear anything," he blurted nervously.

### He Was Retained.

THE economy axe was being wielded with full force. Juniors were being fired by the score, but there was one who was too obviously smart for anyone to point out why he should be dismissed.

However, the chief of the department sent for him one day and complained that his reports were too exhaustive.

The chief said, "Now, look here, Mr.—what I mean to say is that—these reports are too involved in their composition. They should be written in such a way that the most ignorant could understand. So that—unless—"

But before he could say any more the junior interrupted with, "May I ask precisely what it is you don't understand, sir?"

## Signs of Spring

GENTLEMEN taking their wives' lap dogs walking in the park, an inspiring sight.

Footmen in front of movie theatres polish up their buttons. Procession of fur overcoats starts toward the pawnshops.

Spring styles in whiskers do away with much shrubbery.

Grumpy face of old consumer appears at coal cellar window looking hopefully for first robin.

Ladies begin getting their furs out of storage to be ready for hot weather.

Street pianos come out with new tunes, including "The Marseillaise," "End of a Perfect Day," "Bright Eyes" and "After the Ball."

Police Department gets out spraying apparatus to combat baseball bugs.

Mushroom fans start out with tin buckets to gather toadstools and make more work for the undertaker.

Annual Spring clean-up of the blind-pigs, speak-easies and bootleggers. Thousands of Feeds come out of their winter hiding places and crawl over the landscape.

New crop of baseball slang begins putting in appearance on sport pages.

White hangs rug on clothesline and husband beats it—for town. Malcontent, just rested up from his Christmas burdens, begins carrying ten-pound garden-seed catalogues.

Book bear goat refuses to come out of his hole, thus predicting several years of dry weather.

Motorboats begin to stutle. First fly swatted.